

Syed Ali Muqtadir

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Education

University of Stirling

PhD Psychology

Stirling, United Kingdom

2022-Present

King's College London

Master of Science in Neuroscience, Supervisor: Natasza Orlov

London, United Kingdom

2017-2018

- Specialization: Neuroimaging and Cognitive Neuroscience
- Result: Pass with Merit
- Thesis: "Effect of Transcranial Direct Current Stimulation on Probabilistic Learning in Patients with Schizophrenia"

University of Central Punjab

Bachelor of Science (Honors) in Psychology

Lahore, Pakistan

2012-2016

- Result: 3.58/4.00 CGPA
- Thesis: "Relationship between Personality Types and Beliefs towards Complementary and Alternative Medicine"

Experience

Lahore University of Management Sciences

Research Associate

Lahore, Pakistan

November 2019

- Suleman Dawood School of Business
- I worked on projects related to online disinformation, online viral content, and social media communication. I managed and facilitated ongoing research projects, contributed to literature reviews, data collection, analyses, write-ups, and prepared manuscripts for journal submissions. I also worked with and supervised 7 undergraduate students in the collection of eye-tracking data and gave guest lectures on conducting literature reviews, survey design, and neuroscience research methods. My work here resulted in two manuscripts, one published in Computers in Human Behavior, as well as two conference submissions.

King's College London

Graduate Researcher

London, United Kingdom

April 2018

- Department of Psychosis Studies
- I helped organize participant recruitment and helped coordinate data collection for projects on tDCS effects on cognition in schizophrenia. I administered tDCS protocols as well as clinical assessments including the Structured Clinical Interview for the Positive and Negative Syndrome Scale and the Wechsler Test of Adult Reading. I also analyzed datasets relating to tDCS effects on probabilistic learning in patients with schizophrenia using SPSS and Stata. This work resulted in one publication in Scientific Reports and one manuscript under review.

University of Central Punjab

Research Assistant

Lahore, Pakistan

February 2017

- Department of Psychology

PC Pakistan
Research and Development Associate
Fountain House
Internship
Punjab Institute of Mental Health
Internship

Lahore, Pakistan
August 2016
Lahore, Pakistan
February 2015
Lahore, Pakistan
February 2014

Publication History (* Shared First Authorship)

- [1] Ali, K., Li, C., Zain-ul-abdin, K., & **Muqtadir, S. A.** (2022). The effects of emotions, individual attitudes towards vaccination, and social endorsements on perceived fake news credibility and sharing motivations. *Computers In Human Behavior*, 107307. <https://doi.org/10.1016/j.chb.2022.107307>
- [2] Orlov, N. D. *, Sanderson, J. *, **Muqtadir, S. A. ***, Kalpakidou, A. K., Michalopoulou, P. G., Lu, J., & Shergill, S. S. (2021). The effect of training intensity on implicit learning rates in schizophrenia. *Scientific Reports*, 11, 6511. <https://doi.org/10.1038/s41598-021-85686-5>
- [3] Orlov N. D. *, **Muqtadir S. A. ***, Oroojeni H., Averbek, B., Rothwell J., Shergill S. S., Stimulating learning: A functional MRI and behavioural investigation of transcranial direct current stimulation on stochastic learning in schizophrenia. In Review.
- [4] Zain-ul-Abdin K., Ali K., Li C., **Muqtadir S. A.**, Caring or commercializing? Examining the impact of corporate communication strategy and social media engagement on consumer evaluations during the COVID-19 pandemic. In review.

Conference Activity and Presentations

- [1] Zain-ul-Abdin K., Ali K., **Muqtadir S. A.** (2022, May 26-30). Turning Tides: The Rise of Female Social Media Influencers and the End of Gender Congruency in Influencer Marketing [Poster], International Communication Association Conference, Paris, France.
- [2] Zain-ul-Abdin K., Ali K., **Muqtadir S. A.** (2022, May 26-30). Audience-Peer Effects on Contraceptive TV Advertisement Viewings in a Conservative Culture [Abstract], International Communication Association Conference, Paris, France.
- [3] **Muqtadir S. A.**, (2017, April 26-28). Relationship between Personality Types and Beliefs towards Complementary and Alternative Medicine [Thesis Abstract], International Conference on Health Psychology: Issues and Challenges, Lahore, Pakistan.

Skills and Languages

Programming: Python
Data Analysis: SPSS, Stata, JASP
Data Collection: PsychoPy, Gazepoint Eye-Tracking Software Suite, Qualtrics
Graphics and Visualization: Adobe Illustrator, Adobe Photoshop
Languages: Urdu (Native); English (Native)

University and Community Service

Professional Memberships: British Psychological Society (2017-20); British Neuroscience Association (2017-20)
Volunteering: STEM Ambassador UK; The Little Art; UCP Psychology Society (Founding Member and General Secretary)